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File 344:Chinese Patents s Aug 1985-2002/Sep  
(c) 2002 European Patent Office  
File 347:JAPIO Oct 1976-2002/Jun(Updated 021004)  
(c) 2002 JPO & JAPIO  
File 350:Derwent WPIX 1963-2002/UD,UM &UP=200265  
(c) 2002 Thomson Derwent

?ds

Set	Items	Description
S1	6253727	GENERAT? OR START OR STARTING OR STARTED OR DEVELOP? OR BUILDING OR BUILD OR LAUNCH? OR FORM OR FORMING OR ESTABLISH?
S2	13077	(NEW OR ADDITIONAL OR ADDED) (5N) (ENTERPRISE? OR BUSINESS? ? OR PRODUCT? ? OR OPPORTUNITY OR OPPORTUNITIES OR VENTURE?)
S3	1197999	(IP OR INTELLECTUAL()PROPERT?) ( )ASSET? OR COPYRIGHT? OR TRADEMARK? ?
S4	1509	S3(5N) (DATABASE OR DATA() (BASE OR FILE?) OR DATABANK? OR DATA()BANK? OR KNOWLEDGEBASE? OR KNOWLEDGE()BASE? OR RDBM OR DBMS OR RDB OR DB OR DBS OR OODB OR ODBC)
S5	700673	FUNDS OR FUNDING? OR SEED() (MONEY OR MONIES) OR FINANC? OR CURRENC? OR MONEY OR MONIES OR OFFERING? OR BANKROLL? OR BANK-()ROLL? OR SUBSIDIZ? OR SUBSIDIS? OR BACK OR BACKING OR INVEST? OR UNDERWRIT? OR UNDER()WRIT?
S6	25008	(PROVIDE? OR SUPPLY OR SUPPLIED) (5N) (MANAG? OR ASSISTANCE? OR MAINTENANCE?)
S7	5391	S1 AND S2
S8	1	S7 AND S4
S9	822	S3 NOT COPYRIGHT?
S10	5	S7 AND S9
S11	5	S10 NOT S8
S12	203	S7 AND S5
S13	3	S12 AND S6
S14	2	S13 NOT (S8 OR S11)

8/5/1 (Item 1 from file: 347)  
DIALOG(R) File 347:JAPIO  
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06346823 \*\*Image available\*\*  
DEVICE AND METHOD FOR SUPPORTING PRODUCT LIFE CYCLE PLAN AND MEDIUM DEVICE  
FOR RECORDING PROGRAM

PUB. NO.: 11-288427 [JP 11288427 A]  
PUBLISHED: October 19, 1999 (19991019)  
INVENTOR(s): KOBAYASHI HIDEKI  
APPLICANT(s): TOSHIBA CORP  
APPL. NO.: 11-026581 [JP 9926581]  
FILED: February 03, 1999 (19990203)  
PRIORITY: 22125 [JP 9822125], JP (Japan), February 03, 1998 (19980203)  
INTL CLASS: G06F-017/50

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a supporting device for **developing** a **new product** for reducing an environmental load in a whole product life cycle.

SOLUTION: This device is provided with an environmental quality function **development** database for holding information related with design guide and an environmental subject, product design know-how database for storing the information of each kind of design event obtained from the past product **development**, first supporting means 20 for obtaining and presenting the environmental harmony type design guide which is the most appropriate to an objective product from the environmental quality function **development** database based on significance applied to an environmental subject in each stage of a product life cycle process and a subject to be considered when the life of the product is expired, and second supporting means 20 for retrieving and presenting design know-how for realizing the design guide presented by the first supporting means 20 from the product design know-how **database**.

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'11/5/1 (Item 1 from e: 347)  
DIALOG(R)File 347:JAPIO  
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04789727 \*\*Image available\*\*  
PRODUCTION OF RESIN PARTICLE

PUB. NO.: 07-082327 [JP 7082327 A]  
PUBLISHED: March 28, 1995 (19950328)  
INVENTOR(s): SHIRAISHI KEIKO  
APPLICANT(s): RICOH CO LTD [000674] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 05-174952 [JP 93174952]  
FILED: June 22, 1993 (19930622)  
INTL CLASS: [6] C08F-230/08; C08F-002/08; C08F-299/08; G03G-009/087  
JAPIO CLASS: 14.2 (ORGANIC CHEMISTRY -- High Polymer Molecular Compounds);  
29.4 (PRECISION INSTRUMENTS -- Business Machines)

#### ABSTRACT

PURPOSE: To obtain a silicone-containing copolymer having a small particle diameter and a narrow particle diameter distribution by adding a polymeric dispersant to a hydrophilic organic liquid, dispersing a vinyl monomer and a specified modified silicone monomer in the liquid and subjecting the resulting mixture to copolymerization.

CONSTITUTION: A polymeric dispersant (e.g. polyvinylpyrrolidone) is added to a hydrophilic organic liquid (e.g. methanol). At least one vinyl monomer (e.g. styrene or ethyl methacrylate) soluble in said liquid and capable of **forming** a polymer swellable or difficultly soluble in the same liquid is added to the liquid, and at least one modified silicone monomer of the formula (wherein X is H or methyl; Y is a 10 C or lower methylene chain; and n is 1-100) (e.g. a commercially available **product**, **Trademark** BX16-192) is further **added**, and the resulting mixture is subjected to polymerization. This polymerization is carried out by adding a polymerization initiator (e.g. azobisisobutyronitrile) to the above **starting** materials, and heating the resulting mixture to a temperature adapted to the decomposition rate of the initiator used under such agitation as to permit uniform flow in the reaction tank.

11/5/2 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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014770719 \*\*Image available\*\*  
WPI Acc No: 2002-591423/200263  
XRPX Acc No: N02-469311

Generating **new businesses** via Internet, which generates **reusable** intellectual property assets on an on-going basis and combining **these assets** with a strategic business model, to devise and execute **viable spinout businesses**

Patent Assignee: ADACEL TECHNOLOGIES LTD (ADAC-N); SALOM S (SALO-I)

Inventor: SALOM S

Number of Countries: 028 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200267078	A2	20020829	WO 2001US49080	A	20011218	200263 B

Priority Applications (No Type Date): US 2001759188 A 20010110

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200267078	A2	E	33	G06F-000/00	
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Designated States (National): AU CA CN JP KP KR NZ SG US

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU

MC NL PT SE TR

'Abstract (Basic): WO 2000 078 A2

NOVELTY - Method of **generating** a new enterprise is based on **forming** a holding company that includes existing enterprises. Intellectual property ( IP ) **assets** are **developed** within the existing enterprises and are deposited in a common database owned by the holding company. **New products** and market **opportunities** are **developed** for the **developed** IP **assets** within the existing enterprises. The management team of the holding company together with the management teams of the existing **enterprises** decides whether to **form** a new enterprise based on the **developed** new products and market **opportunities** . After the decision is made to **form** a new enterprise financing is secured for the formation of the new enterprise , a management team is provided for managing the new enterprise and a new enterprise is formed.

DETAILED DESCRIPTION - INDEPENDENT CLAIM included for the following:business system

USE - For Internet.

ADVANTAGE - Provides a repeatable intellectual property commercialisation process. Reduces financial risk by allowing one controlling organisation to retain ownership of all intellectual property while providing appropriate ownership to each created enterprise. Creates an economic environment in which companies under common or related ownership engage in co-operative relationships.

DESCRIPTION OF DRAWING(S) - The schematic diagram shows a business model system

intellectual property database (135)

spinout companies (145,150,155)

pp; 33 DwgNo 1/5

Title Terms: **GENERATE** ; NEW; BUSINESS; **GENERATE** ; REUSE; INTELLIGENCE; PROPERTIES; BASIS; COMBINATION; STRATEGY; BUSINESS; MODEL; EXECUTE; VIABLE; BUSINESS

Derwent Class: T01

International Patent Class (Main): G06F-000/00

File Segment: EPI

11/5/3 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013964219 \*\*Image available\*\*

WPI Acc No: 2001-448433/200148

XRPX Acc No: N01-332078

**Image forming device e.g. facsimile, displays information other than operation information registered in memory, during standby time of its operation**

Patent Assignee: MURATA KIKAI KK (MURK )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001156972	A	20010608	JP 99339565	A	19991130	200148 B

Priority Applications (No Type Date): JP 99339565 A 19991130

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

JP 2001156972 A 8 H04N-001/00

Abstract (Basic): JP 2001156972 A

NOVELTY - Information (P) such as introduction of new product and trademark other than the operation information is set and then registered in a memory. During standby time of image forming device, the information registered in the memory is displayed on display screen.

USE - Image forming device e.g. facsimile.

ADVANTAGE - Since information such as introduction of new

product , trademark store, agency, its telephone number and person incharge name, are displayed during standby time, useful information providing advertising is displayed during standby and thus display screen is effectively used.

DESCRIPTION OF DRAWING(S) - The figure shows the images displayed on display screen of image forming device during standby. (Drawing includes non-English language text).

Information (P)

pp; 8 DwgNo 1/8

Title Terms: IMAGE; FORMING ; DEVICE; FACSIMILE; DISPLAY; INFORMATION; OPERATE; INFORMATION; REGISTER; MEMORY; STANDBY; TIME; OPERATE

Derwent Class: W02

International Patent Class (Main): H04N-001/00

File Segment: EPI

11/5/4 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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008308681 \*\*Image available\*\*

WPI Acc No: 1990-195682/199026

XRPX Acc No: N90-152207

Imprinted product - incorporates latent deferred image, applicable against counterfeit product or as tamperproof active seals

Patent Assignee: ARYSEARCH ARYLAN AG (ARYS-N); ARYSEARCH ARYLAN (ARYS-N)

Inventor: BENARDELLI G

Number of Countries: 013 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 375602	A	19900627	EP 89810541	A	19890717	199026 B
CH 675317	A	19900914				199042
CH 676399	A	19910115				199108
US 5020831	A	19910604	US 89397520	A	19890823	199125
EP 375602	B1	19940518	EP 89810541	A	19890717	199420
DE 68915417	E	19940623	DE 615417	A	19890717	199426
			EP 89810541	A	19890717	
ES 2055154	T3	19940816	EP 89810541	A	19890717	199434

Priority Applications (No Type Date): CH 89548 A 19890217; CH 884769 A 19881223

Cited Patents: A3...9105; NoSR.Pub; US 3487567; US 4180929; US 4324823; US 4551373

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 375602	A				
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Designated States (Regional): AT BE DE ES FR GB GR IT LU NL SE

EP 375602	B1 E	11	G09F-003/02		
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Designated States (Regional): BE DE ES FR GB IT

DE 68915417	E		G09F-003/02	Based on patent EP 375602	
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ES 2055154	T3		G09F-003/02	Based on patent EP 375602	
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Abstract (Basic): EP 375602 A

On a printing substrate, an inking interlaced multilayer is coated which incorporates a latent configuration to be rendered visible as an actual irreversible image at any later moment by its transposal onto a new support. In an active label-seal, the latent disc-shaped configuration is transported from the printing substrate on the packing (12) provided as support, when the label-seal (13) is separated in stripping from the packing (12) off the closure line (14).

A counterfeiting protective device has the inking interlaced multilayer on substrate (18) representing a trademark . A countersign incorporates a latent configuration performing as an active seal (28) a capable of displaying the corresponding actual image on a new support when the printing substrate, after being adhesively fastened to the new

support. It is then attached from the same.

USE - The obtained product is applicable as a protection against counterfeiting on commercial articles, packings for publishing, advertising, certification purposes and so on. (11pp Dwg.No.7/10  
Title Terms: IMPRINT; PRODUCT; INCORPORATE; LATENT; DEFER; IMAGE; APPLY; COUNTERFEIT; PRODUCT; TAMPER; ACTIVE; SEAL  
Derwent Class: P85  
International Patent Class (Main): G09F-003/02  
International Patent Class (Additional): B42D-015/00; G09F-003/03  
File Segment: EngPI

11/5/5 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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007929265

WPI Acc No: 1989-194377/198927

XRPX Acc No: N89-148657

**Low resistance electrical contact for switch or relay - uses wadded-wire conducting element to create multiple self-wiping electrical paths for reliable switching**

Patent Assignee: TRW INC (THOP )

Inventor: SMOLLEY R

Number of Countries: 004 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 323057	A	19890705	EP 88311597	A	19881207	198927 B
JP 1281619	A	19891113	JP 88325732	A	19881223	198951

Priority Applications (No Type Date): US 87138010 A 19871224

Cited Patents: A3...9030; DE 2310906; FR 1572902; FR 2615320; No-SR.Pub; US 3613036; US 3879586; US 4044322

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 323057	A	E	8		

Designated States (Regional): DE FR GB

Abstract (Basic): EP 323057 A

A cylindrical button of conducting wedded-wire (28), supported in an opening in a glass-ceramic or plastic insulating board (26), is disposed between fixed and moveable electrical contacts (26, 24). On energizing the coil (30) the armature (14) of the relay compresses the contacts (26, 24) and wedded-wire (28) into a low resistance, multiple-path conductor. On de-energizing the coil the armature allows the wadded-wire to return to its original configuration and the circuit is broken. Push-button operated switch contacts are also possible.

The wadded-wire is pref. formed from a stand of conductor, wadded to **form** a button of density 20% - 30% compared with the bulk metal. Nickel wire or alloys of beryllium-copper, silver-copper or phosphor-bronze are suitable. Suitable configurations of wadded-wire are manufactured by Technical Wire **Products** Inc of Piscataway, New Jersey, USA under the **trademark** "Fuzz Button".

USE/ADVANTAGE - Low resistance push-button or relay contacts for

Em relay in telephone switching, push-button telephones and keyboards

Title Terms: LOW; RESISTANCE; ELECTRIC; CONTACT; SWITCH; RELAY; WADDING; WIRE; CONDUCTING; ELEMENT; MULTIPLE; SELF; WIPE; ELECTRIC; PATH; RELIABILITY; SWITCH

Derwent Class: T04; V03; W01

International Patent Class (Additional): H01H-001/06; H01H-013/10; H01H-050/54

File Segment: EPI

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14/5/1 (Item 1 from File: 350)  
DIALOG(R) File 350:Derwent WPIX  
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014768589 \*\*Image available\*\*  
WPI Acc No: 2002-589293/200263  
XRPX Acc No: N02-467553

**Benefit procuring system e.g. for healthcare, provides broker and employer with respective tools for generating employer record and for benefits administration and processing benefit product for employee**

Patent Assignee: BAIR B W (BAIR-I); DE GROSZ K M (DGRO-I)

Inventor: BAIR B W; DE GROSZ K M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020069090	A1	20020606	US 2000251703	A	20001205	200263 B
			US 2000251708	A	20001205	
			US 2000251754	A	20001205	
			US 2001917287	A	20010727	

Priority Applications (No Type Date): US 2001917287 A 20010727; US 2000251703 P 20001205; US 2000251708 P 20001205; US 2000251754 P 20001205

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020069090	A1		20	G06F-017/60	Provisional application US 2000251703

Provisional application US 2000251708  
Provisional application US 2000251754

Abstract (Basic): US 20020069090 A1

NOVELTY - A client **management** module (205) **provides** a broker with broker tools for **generating** an employer and employee record. The broker is provided with work flow tools to submit a request for proposal (RFP) to an insurance carrier and to receive a response to the REP. An employer is provided with a set of employer tools for benefits administration and for processing a benefit product for the employee.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for benefit procuring method.

USE - For procuring benefits such as healthcare, insurance e.g. medical insurance, dental insurance, life insurance, standard insurance, LTD insurance, death benefits, term life insurance, workers compensation, section 125 plan, whole life insurance, variable life insurance, annuities, mutual **funds**, IRA, travel accident and accidental death and dismemberment, employee assistance programs, individual homeowner's insurance, renter's insurance, auto insurance, umbrella liability insurance, health insurance, non-qualified retirement plans, and 401(k) plan and **new** mortgages, **financial product** and service related to enrollment, life events, retirement of employees, etc.

ADVANTAGE - Provides efficient computer implemented systems to replace the labor intensive distribution process that contributes to health plan expense ratios that often exceed 20% of premiums. Provides key business intelligence through data mining of clean, comprehensive data, enabling targeted marketing campaigns, efficient distribution of products, quantification of acquisition costs.

DESCRIPTION OF DRAWING(S) - The figure shows a simplified diagram of computing modules for processing information.

Client management module (205)

pp; 20 DwgNo 2/9

Title Terms: BENEFICIAL; SYSTEM; RESPECTIVE; TOOL; **GENERATE** ; RECORD; BENEFICIAL; ADMINISTER; PROCESS; BENEFICIAL; PRODUCT; EMPLOY

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI



File 2:INSPEC 1969-2002/Oct W1  
(c) 2002 Institution of Electrical Engineers  
File 35:Dissertation Abs Online 1861-2002/Sep  
(c) 2002 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2002/Oct W1  
(c) 2002 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Sep  
(c) 2002 The HW Wilson Co.  
File 233:Internet & Personal Comp. Abs. 1981-2002/Oct  
(c) 2002 Info. Today Inc.  
File 583:Gale Group Globalbase(TM) 1986-2002/Oct 10  
(c) 2002 The Gale Group  
File 474:New York Times Abs 1969-2002/Oct 09  
(c) 2002 The New York Times  
File 475:Wall Street Journal Abs 1973-2002/Oct 08  
(c) 2002 The New York Times

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Set	Items	Description
S1	4698442	GENERAT? OR START OR STARTING OR STARTED OR DEVELOP? OR BUILDING OR BUILD OR LAUNCH? OR FORM OR FORMING OR ESTABLISH?
S2	183237	(NEW OR ADDITIONAL OR ADDED) (5N) (ENTERPRISE? OR BUSINESS? ? OR PRODUCT? ? OR OPPORTUNITY OR OPPORTUNITIES OR VENTURE?)
S3	7403	(IP OR INTELLECTUAL()PROPERT?) ( )ASSET? OR TRADEMARK? ?
S4	114	S3(5N) (DATABASE OR DATA() (BASE OR FILE?) OR DATABANK? OR DATA()BANK? OR KNOWLEDGEBASE? OR KNOWLEDGE()BASE? OR RDBM OR DBMS OR RDB OR DB OR DBS OR OODB OR ODBC)
S5	2983495	FUNDS OR FUNDING? OR SEED() (MONEY OR MONIES) OR FINANC? OR CURRENC? OR MONEY OR MONIES OR OFFERING? OR BANKROLL? OR BANK-()ROLL? OR SUBSIDIZ? OR SUBSIDIS? OR BACK OR BACKING OR INVEST? OR UNDERWRIT? OR UNDER()WRIT?
S6	36279	(PROVIDE? OR SUPPLY OR SUPPLIED) (5N) (MANAG? OR ASSISTANCE? OR MAINTENANCE?)
S7	102394	S1 AND S2
S8	1	S7 AND S4
S9	122	S7 AND S3
S10	28	S9 AND S5
S11	27	S10 NOT S8
S12	27	RD (unique items)
S13	0	S10 AND S6

8/5/1 (Item 1 from issue: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00648945 01EW11-304

**CA rebranding effort may not be enough**

Fisher, Dennis; Musich, Paula

eWeek , November 26, 2001 , v18 n46 p11, 14, 2 Page(s)

ISSN: 0740-1604

Company Name: Computer Associates International

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Talks about Islandia, NY-based software maker Computer Associates International Inc.'s (CA) rebranding effort in an attempt to clear up its complex array of products. Notes that the firm's initiative is being met with skepticism from observers who say it will take much more than name changes to solve the company's problems. Reports that at the center of CA's effort is a plan to transform its Jasmine brand back into its original identity as an object-oriented database. Says that the application life cycle management **products** that had been **added** to the Jasmine group will now fall under the company's existing ADvantage group. Indicates that the Jasmine data management and application **development** products will be rebranded with the AllFusion name, and CA's portal and business intelligence solutions will fall under the CleverPath name. (NAR)

Descriptors: Corporate Strategy; **Trademarks** ; Planning; **Database** ;  
Application **Development** ; Information Management

Identifiers: Computer Associates International

?

12/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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6855911 INSPEC Abstract Number: B2001-04-0140-002

**Title: Protecting intellectual property in the electronic-display industry**

Author(s): Fink, R.L.; Kordzik, K.K.; Jung, S.K.; Yaniv, Z.

Author Affiliation: Dept. of Eng., FEPET Inc., Austin, TX, USA

Journal: Information Display vol.16, no.12 p.26-8

Publisher: Palisades Inst. Res. Services,

Publication Date: Dec. 2000 Country of Publication: USA

CODEN: INFADB ISSN: 0362-0972

SICI: 0362-0972(200012)16:12L.26:PIPE;1-C

Material Identity Number: I277-2001-002

U.S. Copyright Clearance Center Code: 0362-0972/2000/1612-026\$1.00

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Intellectual property (IP) issues have been, and continue to be, a subject of great importance for all involved in the display industry. The presence and enforcement of IP laws is the major form of protecting the large investments in developing new products and technologies. Patents, copyrights, trademarks, and trade secrets are all forms of IP protection. Almost all countries have laws for some form of IP protection. Most of these laws are similar, but they do differ in a few small but very important details. Furthermore, the laws in the US are changing. In the article, some relevant IP issues concerning the display industry, especially in the US, are discussed. (0 Refs)

Subfile: B

Descriptors: display devices; industrial property

Identifiers: intellectual property; electronic-display industry; patents; copyrights; trademarks; trade secrets

Class Codes: B0140 (Administration and management); B7260 (Display technology)

Copyright 2001, IEE

12/5/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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6758151 INSPEC Abstract Number: C2000-12-7250N-044

**Title: The new kid on the trademark block**

Author(s): Hurst, J.A.

Author Affiliation: Hurst Assoc. Ltd., Fairport, NY, USA

Journal: EContent vol.23, no.5 p.51-4

Publisher: Online Inc,

Publication Date: Oct.-Nov. 2000 Country of Publication: USA

CODEN: ECONF4 ISSN: 1525-2531

SICI: 1525-2531(200010/11)23:5L.51:TB;1-Q

Material Identity Number: H396-2000-005

U.S. Copyright Clearance Center Code: 1525-2531/2000/\$2.00+00.15

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Intellectual property (IP) research is no longer done only by specialists. As more tools become available with easy-to-use interfaces, the number of individuals doing their own searches is increasing. Adding to the mix of IP services is a new product by CorporateIntelligence.com aimed at intellectual property experts, attorneys, product development specialists, and marketing managers who are looking for alternatives to the current trademark search products. This new product, called Trademark.com, could give the established products a run for their money. (0 Refs)

Subfile: C

Descriptors: industrial property; information resources; information retrieval; online front-ends

Identifiers: **Trademark**.com; CorporateIntelligence.com, Intellectual property research; product **development** specialists; marketing managers; attorneys; **trademark** search products  
Class Codes: C7250N (Search engines); C7210N (Information networks)  
Copyright 2000, IEE

12/5/3 (Item 3 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2002 Institution of Electrical Engineers. All rts. reserv.

5665412 INSPEC Abstract Number: C9709-0230B-013

**Title: Hot topics in Internet law**  
Author(s): Mirchin, D.  
Conference Title: National Online Meeting Proceedings - 1997. Proceedings of the 18th National Online Meeting p.251-7  
Editor(s): Williams, M.E.  
Publisher: Inf. Today, Medford, NJ, USA  
Publication Date: 1997 Country of Publication: USA xi+401 pp.  
Material Identity Number: XX97-01289  
Conference Title: Proceedings of National Online Meeting  
Conference Sponsor: Inf. Today  
Conference Date: 13-15 May 1997 Conference Location: New York, NY, USA  
Language: English Document Type: Conference Paper (PA)  
Treatment: General, Review (G)  
Abstract: Companies and organizations exhibiting at the National Online Meeting use the Internet in four ways: (1) to broadcast information about their organization and its products and services; (2) to distribute their products; (3) to engage in transactions; and (4) to create communities of interest through interactivity. There have been important legal **developments** in the USA and internationally in each of these four areas since the previous year's National Online Meeting. Depending on the way your organization uses the Internet, you should consider taking specific actions to change the way you do **business** to benefit from these **new legal developments**. This paper suggests trends in Internet law and provides practical suggestions which can save you **money** or protect your **investments**. (4 Refs)  
Subfile: C  
Descriptors: Internet; legislation  
Identifiers: Internet law; information broadcasting; product distribution ; services; transactions; communities of interest; interactivity; legal **developments** ; USA; business; **investment** protection; European Union; domain names; **trademarks** ; shrinkwrap licence; electronic licence; jurisdiction; online service provider liability  
Class Codes: C0230B (Legal aspects of computing); C5620W (Other computer networks); C7210 (Information services and centres)  
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12/5/4 (Item 4 from file: 2)  
DIALOG(R)File 2:INSPEC  
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5039577 INSPEC Abstract Number: B9510-0140-015, C9510-0230-021

**Title: From start to finish: protecting ideas and inventions with intellectual property**  
Author(s): Iandiorio, J.S.  
Author Affiliation: Iandiorio & Teska, Waltham, MA, USA  
Conference Title: Professional Program Proceedings. Electro/95 International (Cat. No.95CH35790) p.141-9  
Publisher: IEEE, New York, NY, USA  
Publication Date: 1995 Country of Publication: USA 484 pp.  
ISBN: 0 7803 2633 4  
U.S. Copyright Clearance Center Code: 0 7803 2633 4/95/\$4.00  
Conference Title: Proceedings of Electro/International 1995

Conference Sponsor: IEE Region 1; METSAC & CNEC; ERA New York & New England Chapters

Conference Date: 21-23 June 1995 Conference Location: Boston, MA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: General, Review (G); Practical (P)

Abstract: When a new idea is conceived or a **new product** or method is designed, one of the first thoughts that occurs is: Can I protect this? Can I keep competitors from copying this? This concern deals with the very real and practical reasons for protecting your new idea. **Investors** are loathe to put **money** into a venture that cannot **establish** a unique product niche for itself. Stockholders will challenge a corporation's **investment** of its resources in a program that can be easily copied once introduced to the market. All the time, effort and **money invested** in perfecting the idea, as well as advertising and promoting it, can be wasted if imitators can enter the market on your heels with products just like yours. Moreover, the imitators can cut prices because they have not incurred **start-up** expenses you had to endure to bring the idea from conception to a mass-producible, reliable and appealing product or service. The things that may be protected include, for example, a **new product**, **new method** or process, **new service**, new promotional or merchandising scheme or approach, new packaging or new design. There are a number of types of protection: patent, trade secret, **trademark** and copyright. In some cases overlapping protection may be obtained. This paper explains the kinds of items protected by each of these types of protection and the nature of the protection. (0 Refs)

Subfile: B C

Descriptors: copyright; industrial property; patents

Identifiers: protecting ideas; inventions; intellectual property; merchandising scheme; packaging; patent; trade secret; **trademark**; copyright

Class Codes: B0140 (Administration and management); C0230 (Economic, social and political aspects of computing); C0100 (General control topics)

Copyright 1995, IEE

12/5/5 (Item 5 from file: 2)

DIALOG(R) File 2:INSPEC

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02285147 INSPEC Abstract Number: D84002027

Title: Computer update (purchase; legal documents)

Journal: In Business vol.6, no.3 p.14-15

Publication Date: May-June 1984 Country of Publication: USA

CODEN: INBSD5 ISSN: 0190-2458

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: Prospective buyers (or lessees) of computers must be cautious of the costs involved. The costs must be repaid if the system is **financed** or leased, or it's probably better for a small business to use a service bureau. Advice for any prospective buyer is 'don't be oversold and don't act on impulse!' Speed Reader II program can help you double or even triple your current reading intake. It gives the user a very high level of control, a feature an entrepreneur can appreciate. Speed Reader II, at \$69.95, runs on Apple, IBM and Commodore 64. It is sold by Davidson and Associates, CA, USA. The Alchemists Inc., a New Jersey software company, announced the successful 'transmutation of boiler plate' to its **new products** 'Computer GOLD'- **Generation** of Legal Documents. All GOLD systems currently run in conjunction with Word Star and Super Calc II. Modification for use with comparable systems is provided. Costs range from \$150 for the Wills to \$400 for the Patent and **Trademark** forms and Applications packages. (0 Refs)

Subfile: D

Descriptors: DP management

Identifiers: computer update; computer buyers; software packages; Speed Reader II program; Apple; IBM; Commodore 64; Davidson and Associates; USA;

Alchemists Inc.; New Jer software company; **Generation** of Legal Documents; Word Star; Super Calc II; Wills; Patent and **Trademark** forms; Applications packages

Class Codes: D2120 (Public administration and law); D5000 (Office automation - computing); D5050 (Word processing equipment)

12/5/6 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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01703983 ORDER NO: AAD99-33179

**THE RELATIONSHIP BETWEEN INFORMATION TECHNOLOGY AND SMALL AND MEDIUM-SIZE FIRM PERFORMANCE IN THE MANUFACTURING SECTOR: CASE OF THE TUNISIAN TEXTILE INDUSTRY**

Author: BENAMEUR, KAMELEDDINE

Degree: PH.D.

Year: 1999

Corporate Source/Institution: DREXEL UNIVERSITY (0065)

Supervisor: BAY ARINZE

Source: VOLUME 60/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1655. 189 PAGES

Descriptors: BUSINESS ADMINISTRATION, MANAGEMENT

Descriptor Codes: 0454

Restricted budgets, limited resources and budget cuts are the **trademark** of the new **business** environment. Small and medium size enterprises (SMEs) are not an exception. Thus, it is crucial to study the efficiency and effectiveness of **investing** in Information technologies (IT). Our study is the more important that it detected two phenomena that may appear as contradictory: (1) Some SMEs continue to **invest** in IT in the hope that a positive impact will follow on their performance (growth and increase in the rate of return), (2) others, to the contrary, are cautious and restrain themselves to more 'traditional' approach. In order, to elucidate these phenomena, we surveyed 255 Tunisian SMEs in the textile-manufacturing sector. The proposed research model is based on the longitudinal analysis of the relationship between IT variables, including **investment** in IT, and company's performance.

The main research hypotheses stipulate that the **investment** in IT will have a direct impact on the company's performance, that certain organizational and personal factors will interact to affect the overall performance. The dependent variable being the company's performance, the impact of the Information Systems (IS) variables on performance was to be assessed. Users satisfaction with IS with relation to the IS usage perceived ease of use and usefulness. Will IS success affect the overall performance?

The results of our study, besides testing the instrument for assessing IS variables in the context of a **developing** economy, land support to prior research findings. Users satisfaction with IS had a significant impact on performance. The direct impact of IT **investment** on performance was not detected. We did find an indirect effect of **investment** in IT on performance. Many other IS variables did affect performance.

Tunisian companies facing a more competitive environment have no choice but to rely more on IT to improve the quality of their products and management practices. Many adopted ISO 9002 quality standard to improve their operations, processes and quality control. The IT will play a crucial role in the **development** of new **opportunities** including e-commerce. The growth in IT **investment** indicates an increased awareness of the importance of adopting new technologies to remain competitive and take new challenges.

12/5/7 (Item 1 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00400089 95CR10-009

**Quarterdeck turnaround tied to acquisitions, new products -- CEO says takeovers will continue, company banking on Internet, remote computing**

Moltzen, Edward F

Computer Reseller News , October 2, 1995 , n651 p38, 1 Page(s)

ISSN: 0893-8377

Company Name: Quarterdeck; Inset Systems; Prospero Systems Research

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Reports on Quarterdeck Corp.'s Chief Executive Gaston Bastiaens, who says that his company is profitable again after being in dire **financial** straits. States that Quarterdeck hopes its moves into Internet, utilities, and remote-computing products will boost its bottom line as well as its Wall Street standing. Adds that in the fall, the company arranged to buy Inset Systems Inc. of Brookfield, CT, a **developer** of graphics utilities, and the **'intellectual property assets'** of Prospero Systems Research Inc. of San Francisco, CA, maker of an Internet chat server. Says Bastiaens wants his company to expand beyond its traditional, corporate-memory management software product, QEMM, which makes up 60-70% of Quarterdeck's revenues. (bjp)

Descriptors: Mergers/Acquisitions; **Finances** ; Corporate Information; Internet; Corporate Reorganization; Remote Computing

Identifiers: Quarterdeck; Inset Systems; Prospero Systems Research

12/5/8 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09435221

Bajaj Electricals, Black & Decker in marketing JV

INDIA: BE TO **INVEST** RS 12 CRORE TO RS 15 CRORE

The Economic Times (YZY) 04 Jan 2001 online

Language: ENGLISH

Bajaj Electricals (BE) of India has set the following **financial** year to infuse between RS 12 crore to RS 15 crore on wind energy. The firm had injected RS 12.5 crore to date on the energy. This was noted by BE's managing director cum chairperson, Shekhar Bajaj. On another note, a marketing partnership is to materialise by the first half of 2001 between BE and US power tools major, Black & Decker. The alliance will allow the US firm to introduce **additional products** in India. BE is adamant that there will not be any equity participation in the marketing pact. Earlier, the 50% stake in Bajaj Black & Decker was fully secured by BE. The joint venture was subsequently turned into a 100% unit of BE under the name of Bajaj Ventures. Currently, the latter uses the Dewalt **trademark** to retail industrial power tools of Black & Decker in India.

COMPANY: BAJAJ VENTURES; BAJAJ BLACK & DECKER; BLACK & DECKER; BE; BAJAJ ELECTRICALS

PRODUCT: Wind Electricity **Generation** (4911WE); Power Driven Hand Tools (3546);

EVENT: Company Formation (14); Planning & Information (22); Capital Expenditure (43);

COUNTRY: India (9IND); United States (1USA);

12/5/9 (Item 2 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09419021

They also makes shoes

INDIA: TATA TO **LAUNCH** LEATHER BOUTIQUES  
The Times of India (TSI) 05 Dec 2000 online  
Language: ENGLISH

As a late entrant to the leather accessories market in India, Tata International Ltd (Tata) is to flag off ten leather boutiques by mid December 2000 via the franchising framework. Tata will use the Stryde **trademark** to roll out its leather made garments, belts, wallets and shoes in India. This was noted by Stryde's business head, Rajesh Chawla. Tata is to plant RS 25 crore **investment** in **launching** its leather boutiques. In the beginning, the boutiques will be rolled out in Hyderabad, Punjab and Delhi in India. The **new products** will be aimed at consumers of the 18 to 30 age bracket. The firm will now try to create brand awareness of its products. Tata intends to impose a price range of RS 899 to RS 1,899 for its range of female and male shoes.

COMPANY: TATA INTL

PRODUCT: Leather & Products (3100);  
EVENT: Product Design & **Development** (33); Licences & Sales Agreements (38); Planning & Information (22); Capital Expenditure (43);  
COUNTRY: India (9IND);

12/5/10 (Item 3 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
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09412520

Svensk mat ger eko i England

SWEDEN: AGARICUS TO **START** FOOD EXPORTS TO THE UK  
Ostg6ta-Correspondenten (XVV) 17 Nov 2000 p.A8  
Language: SWEDISH

Agaricus, the Swedish producer of organic chilled ready meals, has **started** exports to the UK market. In the UK Agaricus's products will be sold under the name "Swedish Crown" at the grocery chain Asda. In Sweden the company uses the **trademark** "SkUlfalla gVrd". Agaricus is also negotiating a co-operation agreement with Sainsbury's, which would open up the UK market for the company. According to Agaricus CEO Johannes KULLstr6m, the success for its UK **launch** is dependent on confidence in Swedish food. He says Sweden and Scandinavia are renowned for their purity and foreigners have confidence in the Swedish food policy. The reason why Agaricus is now targeting the UK market is that the market for chilled ready meals is already big there and is anticipated to grow at an annual rate of 40%. The Swedish market for chilled ready meals is also expected to grow. Agaricus will have to expand to cope with the growing **business** and has invited **new** partners such as Lars Karlsson and Stockholm-based venture capital company Spiltan.

COMPANY: SPILTAN; SWEDISH CROWN; ASDA; SAINSBURY'S; AGARICUS

PRODUCT: Venture Capital Companies (6726); Capital & Loanable **Funds** (E5630); Ready Prepared Meals (2000RP);  
EVENT: Foreign Trade (64); Company Formation (14);  
COUNTRY: United Kingdom (4UK); Sweden (5SWE);

12/5/11 (Item 4 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
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09318948

Nalco likely to firm up final product pricews

INDIA: **NEW PRODUCT OFFERING** BY DODLA DAIRY  
Economic Times (YZY) 21 Jun 2000 p.3



Language: ENGLISH

On 20 June 2000, India's private sector firm involved in the milk industry, Dodla Dairy introduced in India its new branded ghee. In due course, the firm will be coming out with flavoured milk and low lactose milk and a slew of other milk-based items. The following few months time will also see the firm expanding its sole retailing outlet in India's Chennai to 10 more outfits within the Chennai city. The retail chain would allow the firm to sell its ice cream, milk and other milk based items. The outlets will feature the 'Dairy Fresh' **trademark**.

COMPANY: DODLA DAIRY

PRODUCT: Butter (2021); Dairy Products (2020);  
EVENT: Product Design & **Development** (33); Plant/Facilities/Equipment (44); Planning & Information (22);  
COUNTRY: India (9IND);

12/5/12 (Item 5 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09245359  
Wipro plans to introduce laser printer range  
INDIA: **NEW PRODUCT OFFERING** BY WIPRO INFOTECH  
Economic Times (YZY) 15 Feb 2000 p.8  
Language: ENGLISH

India's Wipro Infotech is planning to design a scheme to allow its printer consumable items to be marketed from outlets that retail stationery items. This would further improve the distribution channels for printer consumable like ribbons, print heads and ink cartridges. Separately, the firm is keen to unveil in India under the Apollo **trademark**, a range of colour inkjet printers numbering four units. Plans are also in the offing to unfurl laser printers suitable for the low-end market segment. This was noted by the firm's chief executive attached to the peripherals systems division, Vineet Agrawal.

COMPANY: WIPRO INFOTECH

PRODUCT: Printing Ink (2893);  
EVENT: Product Design & **Development** (33); Planning & Information (22); Marketing Procedures (24);  
COUNTRY: India (9IND);

12/5/13 (Item 6 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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09242915  
IDBI, Principal **form** 50:50 JV  
INDIA: PLANS FOR ASSET MANAGEMENT JOINT VENTURE  
Economic Times (YZY) 12 Feb 2000 p.1  
Language: ENGLISH

Plans are on the anvil to **establish** the IDBI-Principal Asset Management Company in India through the joint venture of Principal **Financial Services Inc** (PFC) and Industrial **Development Bank of India** (IDBI). The two firms inked a sharemember's accord on 11 February 2000 that entails that IDBI **Investment Management Co** (IIMCO) placing a RS 10 per share of 50 lakh share units of rights issuance with a per share premium quote of RS 80. The rights issuance would be taken over equally by both IDBI and PFC. Prior to this, 50% interest in IIMCO would be disposed to PFC by IDBI for a

purchase consideration of RS 45 crore. IDBI-Principal Asset Management will be engaged in mutual funds management. The new joint venture firm would be derived from IIMCO. The joint venture firm will streamline IIMCO's fund scheme, which currently numbers six. The joint venture will utilise the expertise of PFC and the trademark as well as the extensive branch system of IDBI. This was noted by chief financial officer at IIMCO, RK Bansal. The new joint venture firm will also in the near future come up with tax exemption items, long term saving products and pensions.

COMPANY: IIMCO; IDBI INVESTMENT MANAGEMENT; IDBI; INDUSTRIAL DEVT BANK OF INDIA; PRINCIPAL FINANCIAL SERVICES; IDBI-PRINCIPAL ASSET MANAGEMENT COMPANY

EVENT: Company Formation (14);  
COUNTRY: India (9IND);

12/5/14 (Item 7 from file: 583)  
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06606421  
NSE, Crisil, S&P form equity index joint venture  
INDIA: NSE IN JOINT VENTURE WITH RATING AGENCIES  
Economic Times (YZY) 18 Mar 1998 p. 9  
Language: ENGLISH

US-based Standard & Poor's Financial Information Services (S&P) and Credit Rating Information Services of India Ltd (Crisil) has tied up with the National Stock Exchange (NSE) of India to form a joint venture dealing in equity index. The NSE-50, NSE-midcap and Crisil-500 indices, presently owned by NSE and Crisil will now come under the umbrella of the new joint venture which is equally owned by the two Indian companies. S&P will not hold any share in the venture but will be licensing its trademark and play a central role in the operations of the business.

COMPANY: NSE; NATL STOCK EXCHANGE; CRISIL; CREDIT RATING INFORMATION SERVICES OF INDIA; S&P; STANDARD & POOR'S FINANCIAL INFORMATION SERVICES

PRODUCT: Credit & Collection Services (7320); Credit Risk (6020CR);  
Financial Service Information Providers (7375FN);  
EVENT: Company Formation (14);  
COUNTRY: India (9IND); United States (1USA);

12/5/15 (Item 8 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06440830  
VARENS DRYCKER AR CO(O)LA  
SWEDEN: ON COLA INVESTMENTS  
Fri K6penskap (XTC) 9/1997 p.12  
Language: SWEDISH

The magazine writes that there is a lot going on the Swedish cola market in the spring of 1997: Coca-Cola will start its own distribution system in April. Pepsi is planning "a hefty investment" in co-operation with Spendrups. Pripps has developed a cola drink of its own which is ready to be launched but the plans of Pripps are not yet known. At the turn of 1996/97 the food retailer Ica launched its own soft-drink series called First Choise with two of the drinks being cola drinks. Magnus Erenstam of Dagab Unil says there will be new products in the Premier cola range. In March, KF will launch its cola Pzazz under the trademark Signum.

COMPANY: SIGNUM; KF; DA ; DABAG UNIL; FIRST CHOISE; IC PRIPPS;  
SPENDRUPS; PEPSI; COCA-COLA

PRODUCT: Carbonated Drinks (2086CA);  
EVENT: Product Design & Development (33); Market & Industry News (60);

12/5/16 (Item 9 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
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06408853  
NY EXPORT-REKORD FOR FISK  
NORWAY: RIMI CHAIN TO FOCUS ON THREE TRENDS  
Dagens Naeringsliv (DN) 16 Dec 1996 p.04-05  
Language: NORWEGIAN

The Norwegian consumer goods chain Rimi will focus on three of the current trends in Norway: the environment, Norwegian products and some kind of a bonus card. So says Rimi CEO Erik Hagen. Hagen expects environment-consciousness among customers to grow in the next few years. Rimi will consequently make continuous efforts to find new environment-friendly products. What is more, products that are hazardous to the environment will be removed from the product range in due course. Rimi will focus more and more on Norwegian products. Rimi's own trademarks will be produced in Norway as long as it is possible, says Hagen. In the eyes of Norwegians, products made in Norway represent high quality and new jobs in the country. The proposal, according to which costs for using a bank card will be moved from customers to stores is the most important reason why Rimi is probably going to establish a payment card of its own. Hagen is otherwise somewhat sceptical towards bonus cards. He says that for example Forbrukersamvirket <the Co-operative Wholesale Society> has not been successful with its bonus card. What is more, developing a bonus card costs enormous amounts and it is a risky business if it proves a failure, says Hagen. Rimi will launch its bonus card system in 1997 provided that it decides to do this at all. Hagen does not expect people to start trading over the Internet in the next few years. Rimi, however, will make it possible for customers to order goods home via fax or phone for a consideration, a service that Hagen expects only a small group of people will be interested in. Customers become increasingly individualistic in their actions, says Hagen. The Rimi chain will thus try to offer customers a wide range of products. What is more, it will place more emphasis on fast food as well as other types of goods such as clothes, books and multimedia.

COMPANY: RIMI

PRODUCT: Fast Food Restaurants (5812FF); Commercial Banks (6020); Consumer Finance Institutions (6140); Nonbank Credit Card Firms (6141); Hypermarkets (5321); Grocery Stores (5411); Retail Trade (5200); Computers & Auxiliary Equip (3573);  
EVENT: Planning & Information (22);  
COUNTRY: Norway (5NOR);

12/5/17 (Item 10 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
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06319624  
Endesa, el Santander, Entrecanales y Cubiertas se alian a Paradores \  
SPAIN: PARADORES TO BUILD 20 HOTELS  
Expansion (EXN) 05 June 1996 p.3  
Language: SPANISH

Spanish state hotel **Paradores** is currently negotiating with construction companies **Entrecanales**, **Cubiertas**, **Santander** and electricity company **Endesa** about entering into a possible joint **venture** to **build** 20 **new** hotels in rural areas surrounded by nature before the year 2000. The project could involve **investments** totalling Pta 40,000mn, although no set amount has been defined. A work group is currently analysing the ideal locations for the new hotels. **Paradores** would manage the chain while the other partners would be the owners of the buildings. **Paradores** hopes to have 100 hotels specialised in rural tourism in 1996. The state company plans to put its coastal hotels under a different **trademark** . \*

COMPANY: ENDESA; SANTANDER; CUBIERTAS; ENTRECANALES; PARADORES

PRODUCT: Hotels & Motels (7011); Hotels Construction (1524HC);

EVENT: Company/Organisational History (12); Company Formation (14);  
Capital Expenditure (43);

COUNTRY: Spain (4SPA);

12/5/18 (Item 11 from file: 583)

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06252038

Mantequeras Lorezana adquiere los activos de Pansot y Saucor

SPAIN: CHEESE BUSINESS TAKEN OVER BY LOREZANA

Alimarket (ZDF) 8 Jan 1996 p.15

Language: SPANISH

All business activities of cheese manufacturer of Zamora, Spain, Pansot, and its marketing arm, Saucor, have been acquired by butter manufacturer of Leon, Spain, Mantequeras Lorezana for Pta 50mn. The purchase includes assets and **trademarks** . The business, which will specialise in cheese with the official origin name, Zamora, will operate under the name Queseria La Antigua which was set up by Lorezana for this purpose. **Investments** totalling Pta 20mn will be made in the plant to increase current production of 100 tonnes to 150 tonnes. New ageing chambers will also be purchased. A **new** cream cheese **product** line in six different flavours is due to be **launched** by Lorezana in March, 1996.

COMPANY: QUESERIA LA ANTIGUA; MANTEQUERIAS LOREZANA; SAUCOR; PANSOT

PRODUCT: Butter (2021); Cheese (2022);

EVENT: Plant/Facilities/Equipment (44); Company Acquisitions (16);  
Planning & Information (22); Company Formation (12);

COUNTRY: Spain (4SPA);

12/5/19 (Item 12 from file: 583)

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04730229

Bright LEDs Light Up T-Bird **Trademark**

US - LIGHTING PACKAGE FOR FORD THUNDERBIRD CAR

Electronic Design (ECD) 21 November 1991 p23

ISSN: 0013-4872

Hewlett-Packard (H-P) and Ford Motor have together **developed** a special lighting package that provides full-width LED lighting across the **back** of the 1992 Ford Thunderbird car. The LEDs used in the package are produced using H-P's TS-AlGaAs (transparent-substrate aluminium-gallium-arsenide) process and are 100 times brighter than conventional devices as well as having a high resistance to shock and vibration. Applications for such high-intensity LEDs include automotive lighting systems with complex

shapes, highway sign emergency signaling devices, airport runway illumination and exterior moving-message signs.

COMPANY: HEWLETT-PACKARD; FORD MOTOR

PRODUCT: Motor Instrumentation (3694M2);

EVENT: **NEW PRODUCT** EXTENSION (33);

COUNTRY: United States (1USA); NATO Countries (420); South East Asia Treaty Organisation (913);

12/5/20 (Item 1 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

07479724 NYT Sequence Number: 344362961118

**WHAT'S IN A NAME? MONEY .: MAGAZINES INCREASINGLY LEND TITLES TO OTHER PRODUCTS**

Pogrebin, Robin  
New York Times, Col. 2, Pg. 1, Sec. D  
Monday November 18 1996  
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English  
RECORD TYPE: Abstract

ABSTRACT:

Publishers are increasingly **generating new** revenue by marketing **products** branded with their magazines' name; ventures can also make magazine more visible and attractive to readers and advertisers; now produce almost 10 percent of most magazines' total earnings and are expected to rise to 20 percent in five years; photos; graphs (M)

SPECIAL FEATURES: Graph; Photo  
DESCRIPTORS: Magazines; **Trademarks** and Trade Names; **Finances** ;  
Marketing and Merchandising  
PERSONAL NAMES: Pogrebin, Robin

12/5/21 (Item 2 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

06507056 NYT Sequence Number: 360724930203

**U.S. RESUMES GRANTING PATENTS ON GENETICALLY ALTERED ANIMALS**

ANDREWS, EDMUND L  
New York Times, Col. 1, Pg. 1, Sec. A  
Wednesday February 3 1993  
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English  
RECORD TYPE: Abstract

ABSTRACT:

US Patent Office ends moratorium and resumes approving animal patents, nearly five years after Harvard University created first genetically-engineered mouse; issues patents to three groups covering 'transgenic' mice for research in human medicine; Harvard mouse prompted backlash from animal-rights groups and some environmentalists; more than 180 applications are awaiting Government action and change in policy may make it easier for biotechnology companies to raise **money** ; most ambitious efforts involve 'xenografts,' **development** of animalsthat can supply organs for human transplant recipients; diagrams (M)

SPECIAL FEATURES: Diagram  
COMPANY NAMES: HARVARD UNIVERSITY; PATENT AND **TRADEMARK** OFFICE  
DESCRIPTORS: BIOLOGY AND BIOCHEMISTRY; INVENTIONS AND INVENTORS; **NEW** MODELS, DESIGN AND **PRODUCTS** ; RESEARCH; GENETIC ENGINEERING; ANIMALS; TRANSPLANTS

PERSONAL NAMES: ANDREWS, EDMUND L

12/5/22 (Item 3 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

01038614 NYT Sequence Number: 076555801127

Profile of US lettuce industry notes California growers are seeking to sell their product in more packaged forms, as part of drive to sell more highly processed and more profitable product. Interviews with largest growers in California indicate industry is also rapidly moving toward greater concentration of production among few large grower-shippers. Some of these large growers are planning attempts to dominate specific markets with their own brand names. Green Valley Produce Cooperative, California-based marketing cooperative, has launched nationwide promotion campaign to increase lettuce consumption. All of these developments are intended to alleviate wide swings in profits and prices that have traditionally beset lettuce industry. Photo (M).)

CRITTENDEN, ANN

New York Times, Col. 3, Pg. 1, Sec. 4

Thursday November 27 1980

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

SPECIAL FEATURES: Photo

COMPANY NAMES: GREEN VALLEY PRODUCE CO-OP

DESCRIPTORS: NEW MODELS, DESIGN AND PRODUCTS ; ADVERTISING; FINANCES ; PRICES; TRADEMARKS AND; MARKETING AND MERCHANDISING; LETTUCE; INDUSTRY PROFILES; AGRICULTURE AND AGRICULTURAL PRODUCTS; CONTAINERS AND

PERSONAL NAMES: CRITTENDEN, ANN

GEOGRAPHIC NAMES: UNITED STATES; CALIFORNIA

12/5/23 (Item 4 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

00843963 NYT Sequence Number: 029715780915

Calvin D McCracken, president of Calmac Manufacturing Corp, is granted patent for solar collector developed under NASA sponsorship. Collector heats water which can be pumped around a building . Marshall Space Flight Center financed research. Collector was approved by HUD. Calmac will produce collectors under trademark Sunmat for Westinghouse Electric Corp and will license other companies to manufacture it (S).)

JONES, STACY V

New York Times, Pg. 115

Friday September 15 1978

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: WESTINGHOUSE ELECTRIC CORP; AERONAUTICS AND SPACE ADMINISTRATION, NATIONAL (NASA); CALMAC MANUFACTURING CORP; HOUSING AND URBAN DEVELOPMENT , DEPARTMENT OF (HUD); MARSHALL SPACE FLIGHT CENTER

DESCRIPTORS: HEATING; INVENTIONS AND INVENTORS; NEW MODELS, DESIGN AND PRODUCTS ; RESEARCH; SOLAR ENERGY

PERSONAL NAMES: JONES, STACY V; MACCRACKEN, CALVIN D

12/5/24 (Item 5 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

00749344 NYT Sequence Number: 020122770627

Philip H Dougherty discusses collaborative efforts behind creation and

marketing of New Country Yogurt, joint venture of Venture Foods Co and Saratoga Dairies Co. Venture Foods was founded by ad execs David Goldsmith and Robert Finnie, with Sentry Ins Co as major investor, as means to exploit fast-growing yogurt mkt. Developing product from idea results from collaboration of 2 execs, package designers, food technologists, mkt researchers and ad agency of Baron, Costello & Fine. Mkt research and test mktg in Binghamton (NY) described. Other ventures of Venture Foods are mentioned (M.)

DOUGHERTY, PHILIP H

New York Times, Col. 3, Pg. 44

Monday June 27 1977

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: SARATOGA DAIRIES; VENTURE FOODS CO

DESCRIPTORS: YOGURT; ADVERTISING; FOOD TRADE AND GROCERIES; JOINT VENTURES AND CONSORTIUMS; MARKETING AND MERCHANDISING; MARKET RESEARCH; NEW MODELS, DESIGN AND PRODUCTS; TESTS AND TESTING; TRADEMARKS AND TRADE NAMES

PERSONAL NAMES: DOUGHERTY, PHILIP H; FINNIE, ROBERT; GOLDSMITH, DAVID (AD EXEC)

GEOGRAPHIC NAMES: BINGHAMTON (NY)

12/5/25 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2002 The New York Times. All rts. reserv.

01173004 NYT Sequence Number: 010866820323

First Interstate Bancorp announces it plans to franchise its bank name and services. Notes program, first in US banking history, allows banks to retain their local management and ownerships while using First Interstate name. Asserts plan is part of larger effort to compete with new developments in financial services market (M.)

GOTTSCALK, EARL C, JR

Wall Street Journal, Col. 2, Pg. 22

Tuesday March 23 1982

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: FIRST INTERSTATE BANCORPORATION

DESCRIPTORS: MANAGEMENT, INDUSTRIAL AND; HOLDING COMPANIES; BANKS AND BANKING; NEW MODELS, DESIGN AND PRODUCTS; TRADEMARKS AND TRADE NAMES; FRANCHISES AND LICENSING

PERSONAL NAMES: GOTTSCALK, EARL C, JR

12/5/26 (Item 2 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2002 The New York Times. All rts. reserv.

01170378 NYT Sequence Number: 008240820820

Profile of Matex International Corp discusses how changing product name, from Thixo-Tex to Rusty Jones, coupled with aggressive marketing, helped boost Matex's sales and propel company to undisputed top of growing industry of rustproofing cars. Notes slumping car sales could halt company's growth, but Matex is planning to revive its building coating business and add line of house paints (L.)

JOHNSON, ROBERT

Wall Street Journal, Col. 3, Pg. 23

Friday August 20 1982

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: MATEX INTERNATIONAL CORP

DESCRIPTORS: COMPANY AND ORGANIZATION PROFILES; BUILDINGS; SALES  
(INDUSTRY-WIDE); **NEW** MODELS, DESIGN AND **PRODUCTS** ; AUTOMOBILES;  
**TRADEMARKS** AND TRADE NAMES; MARKETING AND MERCHANDISING; PAINTS,  
ENAMELS, VARNISHES, LACQUERS AND PROTECTIVE FINISHES; **FINANCES** ;  
CORROSION; HOUSING  
PERSONAL NAMES: JOHNSON, ROBERT

12/5/27 (Item 3 from file: 475)  
DIALOG(R) File 475:Wall Street Journal Abs  
(c) 2002 The New York Times. All rts. reserv.

01110476 NYT Sequence Number: 009706781207  
Generic drugs are not providing savings in US health bill because of  
resistance from major drug companies, doubts among physicians and  
pharmacists and poor Government handling. Drug firms claim use of  
generics will cut profits essential to research and development of new  
drugs. Also say they have better safety records than small generic-drug  
houses. Government efforts have been slowed by internal disputes and  
unsuccessful suits by drug companies. Firms are meeting challenge by  
raising prices on patented products and courting pharmacists by offering  
more advice, data and information about their drugs (L).)  
JAROSLOVSKY, RICH  
Wall Street Journal, Col. 6, Pg. 1  
Thursday December 7 1978  
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English  
RECORD TYPE: Abstract

DESCRIPTORS: BUREAUCRATIC ENTANGLEMENT AND PAPERWORK; DRUGS AND DRUG TRADE  
; GENERIC VS BRAND NAMES ISSUE; MARKETING AND MERCHANDISING; MEDICINE AND  
HEALTH; **NEW** MODELS, DESIGN AND **PRODUCTS** ; POLITICS AND GOVERNMENT;  
PROFITS (INDUSTRY-WIDE); RESEARCH; SUITS AND CLAIMS AGAINST GOVERNMENT;  
**TRADEMARKS** AND TRADE NAMES  
PERSONAL NAMES: JAROSLOVSKY, RICH



File 344:Chinese Patents 1985-Aug 1985-2002/Sep  
(c) 2002 European Patent Office  
File 347:JAPIO Oct 1976-2002/Jun(Updated 021004)  
(c) 2002 JPO & JAPIO  
File 350:Derwent WPIX 1963-2002/UD,UM &UP=200264  
(c) 2002 Thomson Derwent  
File 348:EUROPEAN PATENTS 1978-2002/Sep W05  
(c) 2002 European Patent Office  
File 349:PCT FULLTEXT 1983-2002/UB=20021003,UT=20020926  
(c) 2002 WIPO/Univentio

?ds \*

Set	Items	Description
S1	26	AU='SALOM':AU='SALOM SILVIO'
S2	2	S1 AND BUSINESS?

2/3,K/1 (Item 1 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2002 Thomson Derwent. All rts. reserv.

014770719 \*\*Image available\*\*  
WPI Acc No: 2002-591423/200263  
XRPX Acc No: N02-469311

Generating new businesses via Internet, which generates reusable  
intellectual property assets on an on-going basis and combining these  
assets with a strategic business model, to devise and execute viable  
spinout businesses

Patent Assignee: ADACEL TECHNOLOGIES LTD (ADAC-N); SALOM S (SALO-I)

Inventor: SALOM S

Number of Countries: 028 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200267078	A2	20020829	WO 2001US49080	A	20011218	200263 B

Priority Applications (No Type Date): US 2001759188 A 20010110

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200267078	A2	E	33	G06F-000/00	
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Designated States (National): AU CA CN JP KP KR NZ SG US

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU  
MC NL PT SE TR

Generating new businesses via Internet, which generates reusable  
intellectual property assets on an on-going basis and combining these  
assets with a strategic business model, to devise and execute viable  
spinout businesses

Inventor: SALOM S

Abstract (Basic):

... INDEPENDENT CLAIM included for the following: **business** system  
...

...The schematic diagram shows a **business** model system...

...Title Terms: **BUSINESS** ;

2/3,K/2 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00933066 \*\*Image available\*\*

**METHOD AND SYSTEM FOR GENERATING NEW BUSINESSES**

**PROCEDE ET SYSTEME DE CREATION DE NOUVELLES ENTREPRISES**

Patent Applicant/Assignee:

ADACEL TECHNOLOGIES LIMITED, 250 Bay Street, Brighton, VIC 3186, AU, US  
(Residence), AU (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

SALOM Silvio, 1 Church Square, St. Kilda, VIC 3162, AU, AU (Residence),  
AU (Nationality)

Legal Representative:

COLLINS Aliko K (agent), AKC Patents, 215 Grove Street, Newton, MA 02466,  
US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200267078 A2 20020829 (WO 0267078)

Application: WO 2001US49080 20011218 (PCT/WO US0149080)

Priority Application: US 2001759188 20010110

Designated States: AU CA CN JP KP KR NZ SG US

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 7204

**METHOD AND SYSTEM FOR GENERATING NEW BUSINESSES**

Patent Applicant/Inventor:

**SALOM** Silvio...

Fulltext Availability:

Detailed Description

Claims

Detailed Description

**METHOD AND SYSTEM FOR GENERATING NEW BUSINESSES**

Field of the Invention

The present invention relates to a method and a system for generating new **businesses**, and more particularly to generating new **businesses** by reusing existing intellectual property assets.

Background of the Invention

There are currently several international conglomerate corporations that include a large number of **business** units located worldwide. Each **business** unit provides products and solutions to their clients in the form of hardware and software...

...known as "intellectual property (IP) assets"). During a typical product and solution development program, each **business** unit generates large amounts of intellectual property and uses it once for a given product...

...combination with others in order to develop new products and services and to start new **business** ventures. Furthermore, the type and number of **business** units that are included within an international conglomerate are determined by criteria such as profitability...

...preferences. This limits the diversity of IP assets. Therefore, there is a need for a **business** process that utilizes existing IP assets within a group of diverse **businesses**.

Current systems for funding emerging **businesses** are limited to venture capital funding and **business** incubators. Venture capital funding is limited in its effectiveness by the fact that it involves separate investors subsidizing a series of **business** ventures. These **business** ventures typically have no relationship with one another and the investors provide no channels in...

...synergies between IP assets and thus realize a greater market potential of their intellectual property.

**Business** incubators generally offer nascent **businesses** investment assistance and technical resources but seldom provide methodologies geared toward product success.

Like venture...

...a repeatable process in which intellectual property is reused with the objectives of starting new **business** ventures and maximizing the value of existing **businesses**.

As described above, existing **business** models and funding strategies are not conducive to cooperation between companies. Companies need to engage ...

...mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, **business** services, management consulting, information technology services, law firms, educational institutions, health organizations and...

...holding company and financial asset companies.

In general, in another aspect, the invention features a **business** system

generating a new enterprise. The system includes a holding company composed of existing enterprises...this aspect of the invention may include one or more of the following features. The **business** system may further include a network system connecting the existing enterprises, holding company, IP database...

...new product development team, new market development team, management team and the new enterprise. The **business** system may further include intellectual property assets from companies other than the holding company for...

...mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, **business** services, management consulting, information technology services, law firms, educational institutions, health organizations and government organizations. The **business** system may further include

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cooperative agreements between the holding company and product-to-market ...

...may also grant academic degrees to employees and trainees of the holding company for scientific, **business** and technical development work performed in the holding company.

A reward system may be utilized...

...while providing appropriate ownership to each created enterprise. It reduces financial risk by utilizing a **business** filtering process in which intellectual property is marketed and monitored on a profit-and-loss level to assess viability before the intellectual property is spun out into a separate **business**. It creates an economic environment in which companies under common or related ownership engage in...

...up management team to provide skilled management resources during the start-up phase of each **business**. It utilizes product-to-market channel partners to ensure an established market for the products...

...the formation of new ventures. It has a legal structure that reduces the risk for **business** related litigation.

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The details of one or more embodiments of the invention are set...

...the claims.

Brief Description of the Drawings

FIG. 1 is a schematic diagram of a **business** model system according to the present invention;

FIG. 1 A is block diagram of the...

...of FIG. 1; FIG. 2 is a flow diagram of a method of executing the **business** model system of FIG. 1;

1 5

FIG. 3 is a schematic diagram of a method for developing an acceptable **business** plan model;

FIG. 4 is a schematic diagram of another **business** model system for implementing the present invention; and

FIG. 5 is a flow diagram of the method of using the **business** model system of FIG. 4.

Detailed Description of the Invention

The present invention is a method and a system for generating new

**businesses** . By general reusable intellectual property assets on an on-going basis and combining these assets with a strategic **business** model, viable spinout **businesses** can be devised and executed. Combined with an effective management team, outside intellectual property providers...

...financial capital, membership in an economic environment, and technical and financial channel partners, these spinout **businesses** have a high probability of success in an international marketplace.

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Referring to FIG. 1, **business** model 100 includes a holding company 140, IP relationships 165, academic relationships 185, product-to...

...N 155. IP asset engine 105 includes a research and development group 180, a first **business** unit I 1 0, a second **business** unit II 5, a third **business** unit 120, a fourth **business** unit 125, and a fifth **business** unit 130.

Holding company 140 represents the umbrella organization under which **business** model 100 operates. In one example, holding company 140 operates with approximately \$200 million in...company-to-financial market channel partners 175.

IP asset engine 105 includes a group of **business** units 110, 115, 120, 125 and 130 and a research and development group 180. Each **business** unit 110-130 and the research and development group 180 generate intellectual property assets that are deposited in the intellectual property database 135. Each **business** unit 110-130 represents a specific area of technical and marketing domain expertise. In one example, first **business** unit 1 1 0 is an advanced telecommunications company; second **business** unit 115 is an air traffic control software development company, third **business** unit 120 is a commercial systems software development company, fourth **business** unit 125 is a global IP asset engineering

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development. company, and fifth **business** unit 130 is a systems integration company.

Other examples of **business** units include among others agricultural companies, mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, **business** services, management consulting, information technology services, law firms, educational institutions, health organizations and government organizations...

...products, tools, processes, systems, and services generated by research and development group 180 and all **business** units 110-130 associated with IP asset engine 105. IP assets may also be acquired...

...hardware and software product and technology developers and other technical personnel capable of supporting all **business** units 110-130 within IP asset engine 105. New ideas, products, tools, processes, systems, and...

...property which, is placed into intellectual property database 135 and thus become available to all **business** units I I 0- 1 3 0 within IP asset engine 105.

Management team 160...

...management consulting division 162 that decides how the technologies should be applied to the respective **business** model of the spinout company, for example company A 145; a start-up management team...

...academic relationships 185 arrangements graduate and postgraduate

degrees are awarded for work carried out within **business** units 110-130 or spinout companies 145 These academic relationships 185 assist in creating and...

...system (not shown) is applied across all the stakeholders associated with the process, i.e., **business** units 110-130, research and development 180, spinout companies 145-155, holding company 140 and...

...established technology companies that serve as market conduits for the technologies and products of the **business** units 110-130 and the subsequent spinout companies 145 These product-to-market channel partners ...

...others, Motorola, Intel and Lockheed Martin. By agreement, product-to-market channel partners 170 assist **business** units 110-130 and subsequently spinout companies 145-155 in bringing their technology to market...international banks, venture capital firms, investment management companies and private investors.

During the operation of **business** model 100, IP asset engine 105 produces hardware and software solutions, technology and products for...

...135 is chosen based on potential value in a given market, matched with an appropriate **business** model, and leveraged ("spun out") into stand-alone companies, as shown by spinout companies 145...

...and 3) whether it produces a positive cash flow within IP asset engine 105. This **business** process may include an "incubation process" whereby a specific component of intellectual property within intellectual property database 135 is marketed from within a respective **business** unit before the decision is made to create a separate spinout company using that intellectual...

...markets channel partners 175. These agreements may involve financial, market or technology investment or assistance.

**Business** model 100, establishes a cooperative economic environment between each spinout company 145 Products, services and...

...together with other intellectual property, into a virtual online shopping tool. . The effect of this **business** process is that spinout I I company A 145, spinout company B 150, and spinout...

...and IP asset engine 105 for intellectual property contained in intellectual property database 135. This **business** environment allows for the combination of different IP assets and the creation of new IP assets or substitutions of one asset with another.

A method of executing **business** model 100 is now described with reference to FIG. 2.

Step 205: Developing intellectualproperty  
In...

...hardware and software solutions, technology, processes, tools, systems, and services for clients via its associated **business** units I 10130 and research and development group 180. In addition, IP relationships 165 are ...

...intellectual property deposited within intellectual property database 135.

Step 210: Marketing intellectualproperty  
In this step, **business** units 110-130 may incubate and market their

respective **business** products while each **business** unit operates on a profit-and-loss basis.

Step 215: Is intellectual property ready to spin...185 to develop and attract human resources, facilities and expertise and to generate value within **business** units 110-130 or spinout companies 145 As part of the academic relationships 185

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arrangements graduate and postgraduate degrees are awarded for work carried out within **business** units 110-130 or spinout companies 145 These academic relationships 185 assist in creating and...

...and services of spinout company A 145 into its offerings.

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The method of executing **business** model 100 outlined in process 200 is executed repeatedly for numerous spinout companies in multiple technology areas.

A method for management team 160 to develop an acceptable **business** plan model is now described with reference to FIG. 3.

Step 5 1 0: Developing a **Business** Model

In this step, managers of the holding company 140 and management team 160 develop a **business** plan model for the operation of the spinout company 145.

1 0

Step 520: Checking...

...team 160 determine if the required risk/return profile is met in order for the **business** model to be successful.

Success of the **business** model is based on the following criteria: 1) whether it addresses 1 5 an annual...

...risk/return profile is not met go back to step 5 1 0 and revise **business** plan model.

Step 5 3 0: Developing operating and strategic plans

In this step, managers...

...team 160 design investor and partner strategies that will facilitate the successful operation of the **business** plan model for the spinout company. These partnerships include software engine 105, IP 1 5...

...for the protection of the available intellectual property within intellectual property database 135 or the **business** model of the spinout company 145 These strategies include patenting of intellectual property, publishing of...company 140 or secured from outside investors.

Referring to FIG. 4, another embodiment of a **business** model system 300 of the present invention includes holding company 140, product-to-market channel...

...TCP-IP Internet. Network 301 provides a primary means of communication between the above mentioned **business** segments. Further, communication between **business** segments may occur over fixed telephone lines, wireless telephones, or other telecommunication infrastructures.

Computer programs...

...database tables to allow the storing and retrieval of stored data.

A method of using **business** model system 300 to execute **business** model 100 is now described with reference to FIG. 5.

Step 41 0: 'Developing and...

...expertise

In this step, management team 160 assists spinout company A 145 in building a **business** by supplying expertise developed in the form of software developed on workstations 320 using computer...

...step, product-to-market channel partners 170 assist spinout company A 145 in building a **business** by supplying technical resources developed and stored in the form of software developed on workstations...

...company-to-financial market channel partners 175 assist spinout company A 145 in building a **business** by supplying financial resources developed and stored in the form of software developed on workstations...

...a parser, lexicons, and translator tools. The management team of holding company 140 studied numerous **business** models including selling a shrink-wrapped translation product and providing an online translation service which...

...of the client company was the aerospace industry. Holding company 140 then created a new **business**, i.e., spinout company A 145, utilizing the simulation learning IP, to provide a simulated spin out the new **business** as a separate operating company and assume a stake in equity, as part of the...

Claim

... mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, **business** @ services, management consulting, information technology services, law firms, educational institutions, health organizations and government 1...

...academic institutions grant academic degrees to employees and trainees of said holding company for scientific, **business** and technical development work performed in said holding company.

18 The method of claim 1...

...arrangements for said new enterprise between said holding company and financial asset companies.

20 A **business** system generating a new enterprise, the system comprising:  
a holdhig company comprising of existing enterprises...

...of said new enterprise; and

23

management resources for managing said new enterprise.

21 The **business** system of claim 20 further comprising a network system connecting

I

said existing enterprises, holding...

...product development team, new market development team, management team and said new enterprise.

22 The **business** system of claim 20 further comprising intellectual property assets acquired from companies other than the holding company for developing new products 1 0 and market opportunities.

23 The **business** system of claim 20 wherein said holding company further comprises financial asset companies and wherein...



...said financial assets for financing the formation of a new enterprise.

1 5

24 The **business** system of claim 23 wherein said financial asset companies comprise banking institutions, venture capital firms, financial investment companies and private investors.

25 The **business** system of claim 20 wherein said holding company comprises a management team and wherein said management team provides said management resources for said new enterprise.

26 The **business** system of claim 25 wherein said management team comprises management consulting resources.

27 The **business** system of claim 25 wherein said management team comprises legal resources.

28 The **business** system of claim 25 wherein said management team comprises patent protection resources.

24

. The **business** system of claim 25 wherein said management team comprises startup company management resources.

30 The **business** system of claim 20 wherein said existing enterprises comprise at least one of agricultural companies, mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, **business** services, management consulting, information technology services, law firms, educational institutions, health organizations and government or organizations.

31 The **business** system of claim 20 further comprising cooperative agreements between said holding company and product-to-market channel partners. 5 32. The **business** system of claim 31 wherein said product-to-market channel partners comprise international and national operating corporations.

33 The **business** system of claim 20 generating more than one new enterprise on a repeatable basis.

34 The **business** system of claim 33 wherein said existing enterprises and said new enterprises agree to cooperation arrangements regarding said IP assets contained in said common database.

35 The **business** system of claim 20 further comprising relationships between said holding company and academic institutions wherein said holding company provides training opportunities to students of said academic institutions.

36 The **business** system of claim 35 wherein said academic institutions grant academic degrees to employees and trainees of said holding company for scientific, **business** and technical development work performed in said holding company.

25

. The **business** system of claim 20 further comprising a reward system for reinforcing developing of intellectual property assets by personnel and enterprises of said holding company.

38 The **business** system of claim 20 further comprising financing arrangements between said holding company and financial asset...